

Position Description

Social Media Producer

REPORTING TO	Media and Investigations Manager
WORK LOCATION:	Melbourne (Wurundjeri Country), Brisbane (Yugerra Country), Canberra (Ngunawal Country), or Sydney (Gadigal Country)
GRADE:	4
SALARY (FTE):	\$78,260 per annum plus 10.5% superannuation
STATUS:	Permanent, full-time
HOURS:	37.5 hours per week

WHO WE ARE

The Australian Conservation Foundation is Australia's national environment organisation – over 700,000 people, creating a world where forests, rivers, people and wildlife thrive. For more than 50 years, we've been protecting the web of life across our continent, from the Kimberley to the Reef and down the Great Dividing Range to Tasmania's forests.

We bring together people from community, government and business. Our supporters advocate for climate action and for our living world. We hold decision makers to account. We champion big ideas and find common ground with unlikely partners. We are proudly independent, non-partisan and funded by donations from our supporters.

THE ENGAGEMENT TEAM

The Engagement Directorate comprises ACF's communications, marketing and mobilisation experts. They lead, deliver and co-ordinate:

- Supporter growth and care, and oversee ACF's engagement of members, donors, advocates and partners.
- Brand and reputation, message testing, framing, media liaison and community mobilisation.
- Engagement activities, including community mobilising, media, digital, social media, organisational events and publications.

THE ROLE

The role of the Social Media Producer is to develop concepts, ideate, pitch, and produce creative content across all of the ACF's social platforms in order to grow our audience. Working closely with digital advertising staff to achieve results in both organic and paid content, the Social Media Producer coordinates, schedules and moderates comments across all platforms to recruit new supporters and engage our community in action.

The Social Media Producer need to be available during times of peak social media engagement and therefore hours can vary at times.

KEY COLLABORATIONS

The Social Media Producer will report to the Media and Investigations Manager and will work closely with other members of the Engagement Directorate, Fundraising staff, and the Database and Online Technologies team.

RESPONSIBILITIES

- Lead fun, quirky, unique, trending ideas and create the content to make the ACF brand standout on social media
- Conceptualise, plan and edit bespoke Tiktok/Reels content to grow our audience
- Optimise ACF's social media presence on existing platforms including Facebook, Twitter, Instagram, YouTube and LinkedIn
- Promote ACF key messages and clearly communicate complex issues in ways that suit specific platforms
- Understand the nuance attached to each platform and be able to effectively communicate to different audiences
- Be ready, at times, to respond quickly and effectively to breaking news in collaboration with the Media and Investigations Manager and strategic communicators
- Work closely with our Campaigns team to tell powerful stories and engage people in meaningful action relevant to the work we do at ACF
- Track and report on social media engagement and reach in a quarterly report
- Create a schedule of social media content and record planned activities in ACF's content management system
- Clearly communicate social media plans to ACF staff
- Support and contribute to ACF's strategies for supporter and donor recruitment through social media engagement
- In collaboration with the Media and Investigations Manager, create and lead a new ACF Brand Ambassador program to engage influencers and decision makers to grow our audience
- Create a positive culture in ACF's social media communities through active and friendly moderation. Ensure policies and practices are in place for moderation in line with ACF goals and best practice.
- Train and support staff and key volunteers in effective social media use. Develop resources and other tools to help empower activists and other stakeholders.
- Monitor ACF staff and key volunteer's social media use to ensure it is aligned with ACF's social media guidelines
- Observe the safe working practices and as far as you are able, protect your own and others' health and safety.
- Other duties as requested by manager.

KEY SELECTION CRITERIA

1. Experience in a dedicated social media role is preferred, but up-and-coming social media producers with a proven track record of success are strongly encouraged to apply.
2. Experience creating outstanding content for multiple social media platforms. TikTok experience is a must.
3. Understand the nuance in style between the varying social media platforms - including TikTok, Facebook, Twitter, Instagram, YouTube, and LinkedIn.
4. Exceptional communication skills demonstrating accuracy, creativity and a knack for presenting complex information in a clear and engaging way.
5. Proven ability to turn newsworthy share-worthy and witty (where appropriate!) content around quickly.
6. Interest and demonstrated knowledge of the news cycle.
7. Experience collaborating and negotiating with colleagues to develop, implement and optimise organic social media content and advertising campaigns to achieve desired outcomes.
8. Experience in analysing and reporting on social media impact as part of broader campaign strategies, including establishing and improving tracking across multiple digital platforms.
9. Basic graphic design and image editing skills in order to produce effective visual communication.
10. Have a strong interest and passion in helping solve the climate and extinction crisis.



How to walk the talk...

ACF's top six characteristics of an ideal team

	Communicative	Supportive	Respectful	Fun	Collaborative	Focused
ACF's role	<ul style="list-style-type: none"> • Provide genuine, meaningful, two-way, communication to staff • Provide opportunity for staff to communicate between teams and between levels 	<ul style="list-style-type: none"> • Offer flexible work arrangements • Monitor, measure and seek to improve staff happiness • Reward good performance 	<ul style="list-style-type: none"> • Take people's ideas, worries and needs seriously 	<ul style="list-style-type: none"> • Encourage a social and welcoming atmosphere • Organise team gatherings to celebrate our successes and losses 	<ul style="list-style-type: none"> • Communicate organisational goals and provide direction • Emphasise shared goals, not individual goals. 	<ul style="list-style-type: none"> • Set goals and make sure we stick to them • Clearly defined reporting lines, and team functions
My role	<ul style="list-style-type: none"> • Ask questions • Understand you teams' priorities and help to achieve them • Seek feedback • Give feedback 	<ul style="list-style-type: none"> • Give credit where credit is due • Ask "are you okay?" and act on the answer • Remind yourself that we're all human with pressures outside work 	<ul style="list-style-type: none"> • Treat others as you would like to be treated • Listen • Let others speak • Reflect. Is my behaviour making the situation worse? 	<ul style="list-style-type: none"> • Take time out • Remember what's important • Don't be afraid to ask for help • Be silly occasionally 	<ul style="list-style-type: none"> • Help your colleagues (remember, you're in the same team) • Realise that people work differently and that you can learn something from everyone 	<ul style="list-style-type: none"> • Ask the question: "why are we doing this?" • Do what's best for the team • Work where you can do the most good